

## ORDER



**KSNV**

Orders	Order / Rev:	108089
	Alt Order #:	06866082
	Product Desc:	OBAMA 60S
	Estimate:	2175
	Flight Dates:	10/25/12 - 10/29/12
	Original Date / Rev:	10/22/12 / 10/22/12
	Order Type:	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

<b>Agency</b>	<b>Name:</b>	<b>GMMB, Inc./ Washington D.C.</b>
	Buying Contact:	
	Billing Contact:	
		Washington Harbor
		Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Obama for America
	Demographic:	A35+
	Product Codes:	PLC01-Democrat
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN

New Business Thru: \_\_\_\_\_  
 Order Separation: 00:05:00  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	15	\$47,150.00	\$40,077.50
10/29/12	10/29/12	5	\$6,600.00	\$5,610.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	15	\$47,150.00	\$40,077.50	0.00
November 2012	5	\$6,600.00	\$5,610.00	0.00
<b>Totals</b>	<b>20</b>	<b>\$53,750.00</b>	<b>\$45,687.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

## Order Share

KSNV	25%	\$53,750.00
Market	100%	\$215,000.00

### Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$53,750.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$53,750.00
KTUD	2%	\$4,300.00
KVVU	17%	\$36,550.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	6%	\$12,900.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KSNV	10/25/12	10/29/12	M-F 5-6a WakeUp w/Wagners	GM	5-6a	M- -TF--	1:00	1	\$900.00	1	0.00	NM	1	\$900.00
				M-F 5-6a WakeUp w/Wagners											
				WAKE UP WITH THE WAGNERS											
		Start Date	End Date	Weekdays		Spots/Week		Rate		Rating					

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Advertiser: Obama for America  
 Product Desc: OBAMA 60S  
 Estimate: 2175

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KSNV	10/25/12	10/29/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	M- TF- -	1:00	1	\$900.00	1	0.00	NM	1	\$900.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	M- TF- -	1		\$900.00		0.00						
N 2	KSNV	10/25/12	10/29/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	M- TF- -	1:00	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	M- TF- -	1		\$1,400.00		0.00						
N 3	KSNV	10/25/12	10/29/12	Today Show Today Show	CM	658a-9am	M- TF- -	1:00	2	\$1,800.00	1	0.00	NM	2	\$3,600.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	M- TF- -	2		\$1,800.00		0.00						
4	KSNV	10/27/12	10/27/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	- - - - - S-	1:00	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS 3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- - - - - S-	1		\$700.00		0.00						
5	KSNV	10/27/12	10/27/12	Saturday Today Saturday Today	CM	7a-9am	- - - - - S-	1:00	1	\$1,250.00	1	0.00	NM	1	\$1,250.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- - - - - S-	1		\$1,250.00		0.00						
6	KSNV	10/28/12	10/28/12	Sunday Today Sunday Today	CM	7a-8am	- - - - - S	1:00	1	\$1,500.00	1	0.00	NM	1	\$1,500.00
TODAY ON SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- - - - - S	1		\$1,500.00		0.00						
N 7	KSNV	10/25/12	10/29/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	M- TF- -	1:00	1	\$650.00	1	0.00	NM	1	\$650.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	M- TF- -	1		\$650.00		0.00						
N 8	KSNV	10/25/12	10/29/12	Rachael Ray Rachael Ray	CM	11am-12pm	M- TF- -	1:00	1	\$650.00	1	0.00	NM	1	\$650.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	M- TF- -	1		\$650.00		0.00						
N 9	KSNV	10/25/12	10/29/12	Days of our Lives Days of our Lives	CM	1258p-2pm	M- TF- -	1:00	1	\$850.00	1	0.00	NM	1	\$850.00
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	M- TF- -	1		\$850.00		0.00						
N 10	KSNV	10/25/12	10/29/12	The Doctors The Doctors	CM	2pm-3pm	M- TF- -	1:00	1	\$650.00	1	0.00	NM	1	\$650.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	M- TF- -	1		\$650.00		0.00						
N 11	KSNV	10/25/12	10/29/12	Dr. Phil Dr Phil	CM	3-4p	M- TF- -	1:00	1	\$900.00	1	0.00	NM	1	\$900.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	M- TF- -	1		\$900.00		0.00						
N 12	KSNV	10/25/12	10/29/12	M-F Early News M-F Early News	CM	5-630p	M- TF- -	1:00	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	M- TF- -	1		\$2,400.00		0.00						
13	KSNV	10/25/12	10/25/12		CM	9-10pm	- - - T - - -	1:00	1	\$6,400.00	1	0.00	NM	1	\$6,400.00

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Thurs PR 9-10p Thursday Prime 9-10pm THE OFFICE/ UP ALL NIGHT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ---T--- 1 \$6,400.00 0.00															
14	KSNV	10/26/12	10/26/12	Fri PR 9-10p	CM	9-10pm	----F--	1:00	1	\$5,200.00	1	0.00	NM	1	\$5,200.00
Friday Prime 9-10pm GRIMM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ----F-- 1 \$5,200.00 0.00															
15	KSNV	10/27/12	10/27/12	Sat PR 8-9p	CM	8-9pm	-----S-	1:00	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
Saturday Prime 8-9pm ENCORE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$2,400.00 0.00															
16	KSNV	10/28/12	10/28/12	NFL Football	CM	1P-9PM	-----S	1:00	1	\$20,000.00	1	0.00	NM	1	\$20,000.00
NFL Football SNF <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S 1 \$20,000.00 0.00															
N17	KSNV	10/25/12	10/29/12	The Tonight Show	CM	1135p-1236a	M-TF--	1:00	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
Tonight Show TONIGHT SHOW W/ JAY LENO <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/23/12 10/29/12 M-TF-- 1 \$1,000.00 0.00															
N18	KSNV	10/25/12	10/29/12	Late Night w/Fallon	CM	1236a-136am	M-TF--	1:00	1	\$500.00	1	0.00	NM	1	\$500.00
Late Night w/Fallon LATE NIGHT W/JIMMY FALLON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/23/12 10/29/12 M-TF-- 1 \$500.00 0.00															
19	KSNV	10/27/12	10/27/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	1:00	1	\$2,800.00	1	0.00	NM	1	\$2,800.00
Saturday Night Live SATURDAY NIGHT LIVE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$2,800.00 0.00															
													Totals	20	\$53,750.00